



Once upon a time...

It may have been PMS 287 or 541 or just plain reflex blue. The particular shade didn't really matter. While the rest of the world embraced the power of brand and design, the legal industry was still a bit hesitant. But that was about to change.

Rising from this sea of blue, some law firms were ready to make bigger waves. In the late 1980s, top partners from major firms reached out to us. They wanted to bid goodbye to "tombstone" ads and stand apart from the pack. We jumped at the chance and began creating new, distinctive brands. People took notice, viewing firms in a new light. The ABA noticed, too. In fact, in 1994 they invited us to speak at a public hearing in Washington. We shared our experiences and how our clients' marketing efforts were positively perceived by the public.

Blue was king.

Tired old columns, gavels and scales of justice visuals were replaced with bold, powerful images that reflected the forward momentum of the law. Messaging was projected in new ways through new media, sparking conversation and engagement. Thought leaders emerged. A whole new vibrancy and dimension to law firm brands was born.

Herrmann has partnered with firms like yours for the last 25 years. Since creating that first comprehensive image campaign for a U.S. law firm back in the early '90s, we haven't looked back. The senior members of our team have been together for over a decade, and quite simply, they know this space like no one else. We grasp the difference between prosecuting patents and prosecuting infringement actions, between class actions and CLE classes, and between antitrust battles and trust disputes. Our designers, strategists and writers understand the subtle distinctions that are unique to the profession. Just as importantly, our account executives know how to work with lawyers, CMOs and internal marketing committees. We'll guide your team through the process, help you resolve challenges, and proactively identify new opportunities.

Herrmann creates powerful new brand experiences both inside and outside the legal industry, blazing new trails wherever we go. What do our results look like? Glad you asked, let's take a look.



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BEYOND BLUE.

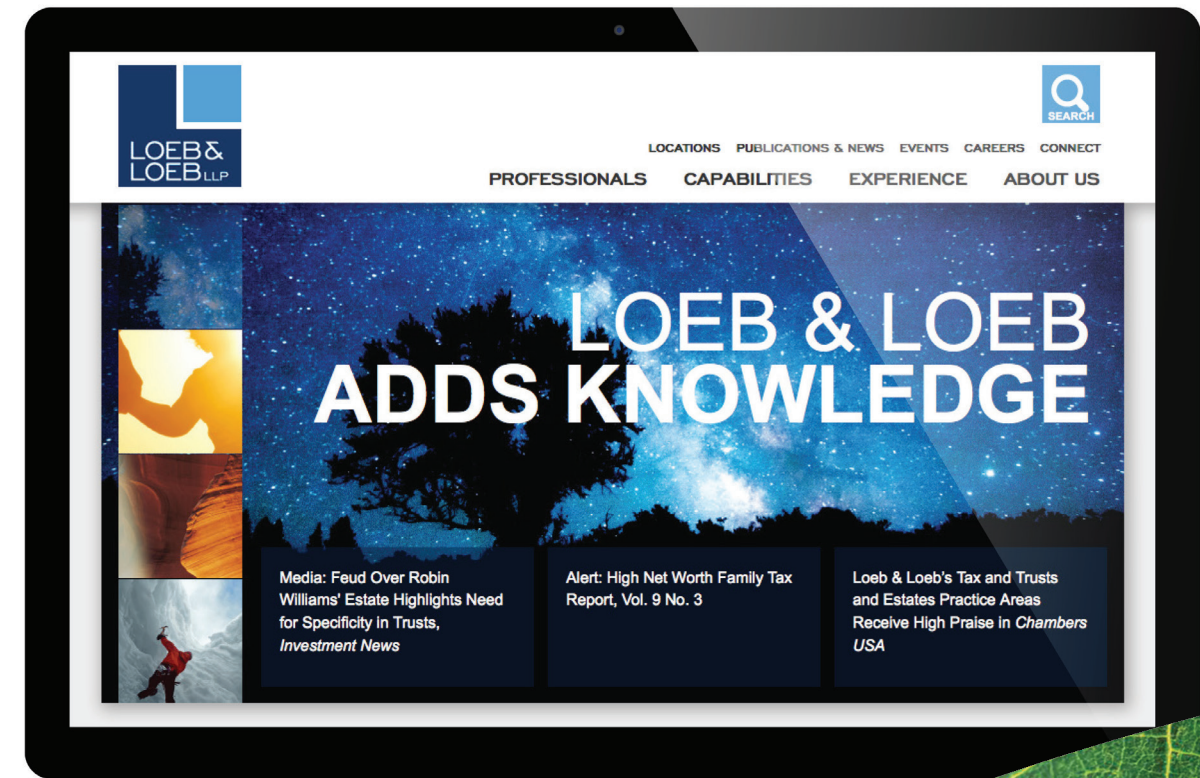
The new face of legal.

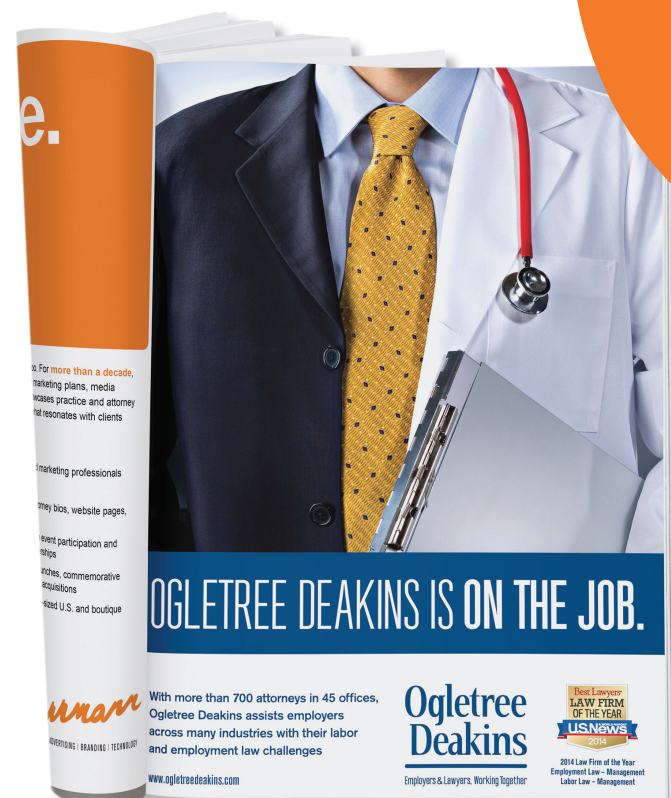


What exactly is the new face of legal? It's bright, bold, fresh and flexible. The world of legal marketing is growing every day, encompassing an increasing variety of media platforms, and the brands we create extend seamlessly across a broad array of touchpoints, both

online and off. Whether it involves looking to the world of nature for inspiration, developing unexpected concepts to introduce big ideas, or designing powerful brand signals that visually define organizations, we craft memorable experiences that stand out in the marketplace. Our work commands attention, sparks conversation, conveys client-focused messaging and drives real results. Now what could be more beautiful than that?

Over the years, we have had the opportunity to work with some great brands. These are just a few.





THINK DIFFERENT.

Changing the landscape.

**ELIMINATE
OBSTACLES
AND DEFINE THE ISSUES.**

**Successful Mediations
Don't Just Happen.**

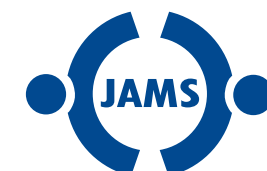
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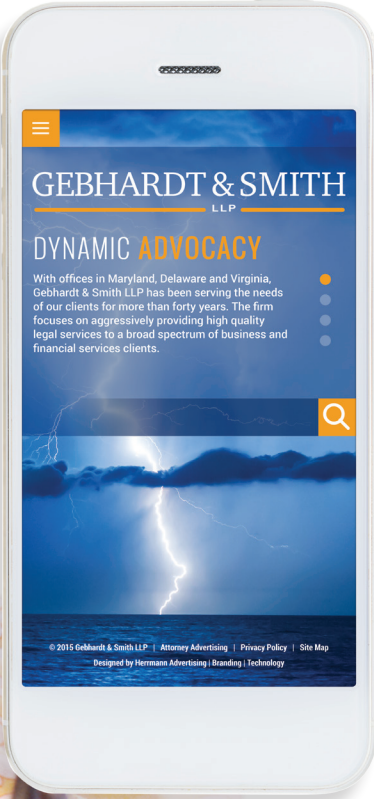
Every one of our clients is different. Sometimes those distinctions are subtle, other times profound. Either way, we discovered long ago that predictable formulas are the enemies of true creativity. That's why we don't use them. Every single thing we create here – every concept, every design – is conceived and crafted around each client's unique situation. And that approach extends far beyond just creative work. You'll see it in the strategies we develop, hear it in the words we write, and experience it in the technology we build. It's unmistakable.



FULL RANGE.

All shapes and sizes.

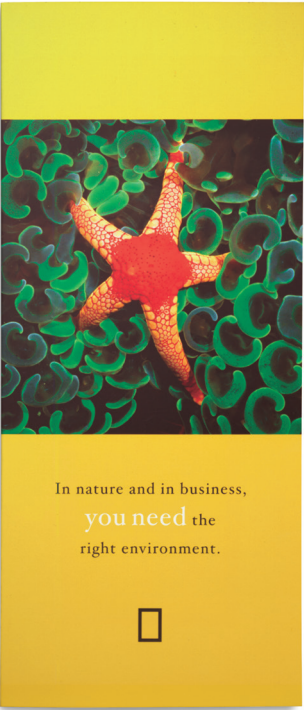
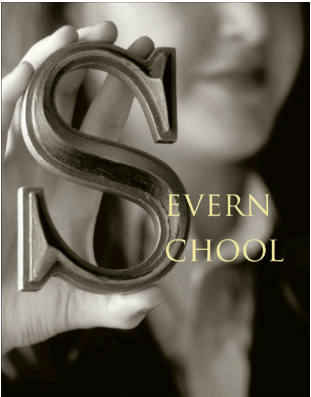
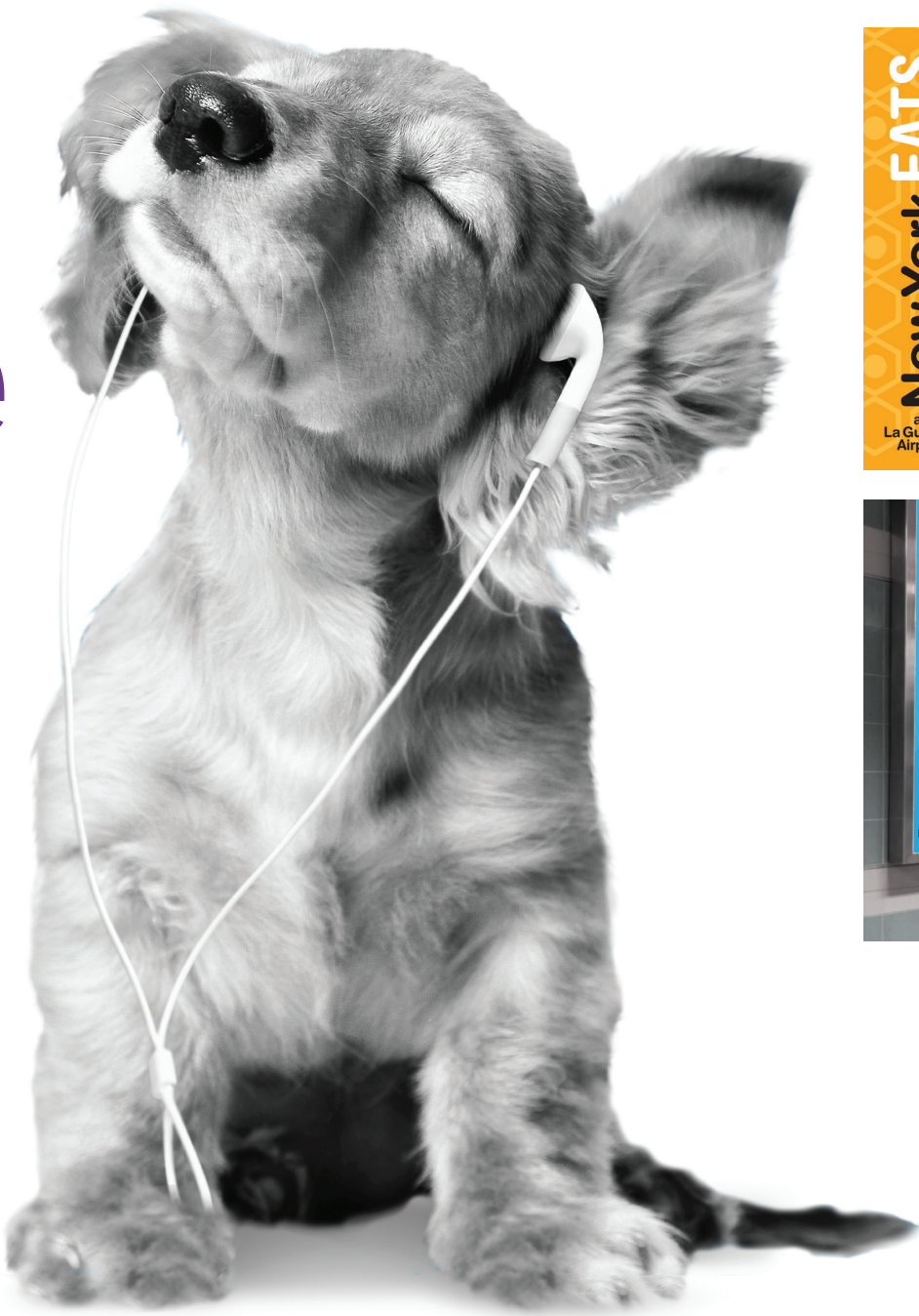
Although we are proud to say that we've worked with nearly a third of the Am Law 100, it's not just the big firms that come to us. Over the past two decades, we've built brand experiences for hundreds of law firms across the country. We've done everything from designing logos and ad concepts, to comprehensive brand strategies and multimedia plans and executions, to custom photography, video production, creative illustration and engaging animation. We've been remarkably successful in these endeavors because we're able to leverage the lessons learned from working with large firms. We offer a level of service and sophistication designed to keep our processes efficient and cost effective, while still maintaining our status as a boutique agency able to provide highly creative, high-tech, goal-driven solutions. It really is the best of all worlds.



EXPLORE EVERYWHERE.

Outside the law.

We love legal marketing. But in order to remain truly effective for our clients, we have always believed that our work must span far beyond any one sector. Our extensive work with financial and healthcare institutions, government agencies, real estate, and educational and cultural organizations keeps our eyes open to a whole new world of creative possibilities. Understanding what's happening outside the industry helps us avoid tunnel vision, and allows us to monitor the pulse of the design and technology trends reshaping the world. After all, marketing has always been one of the fastest-evolving disciplines and it's traveling at warp speed today to keep up with the new tools and platforms that are connecting global audiences. We draw our inspiration from these trends so that we can bring fresh perspective into absolutely everything we create.



BEYOND DESIGN.

The art of technology.

Far more than just a design agency, we're a technology shop, too. We've built hundreds of websites. Small sites. Big sites. And pretty much every size in between. How? By keeping on top of the latest advances. In fact, we like technology so much, we even built our own. Herrmann**EasyEdit** 4.0, our proprietary content management system, is designed to deliver unparalleled power in a robust, affordable package that's easy to learn, use and manage. Its fully responsive interface, killer integrations and flexibility hit the mark for many of our clients. Check it out at law.herrmanneasyedit.com.

However, we aren't wedded to a single technology or platform when building our websites. We work in all of the leading CMS platforms, including Sitecore, Drupal, WordPress and SquareSpace. We've built complex site architectures from the ground up, and have worked closely alongside other technology partners to bring countless digital experiences to life.

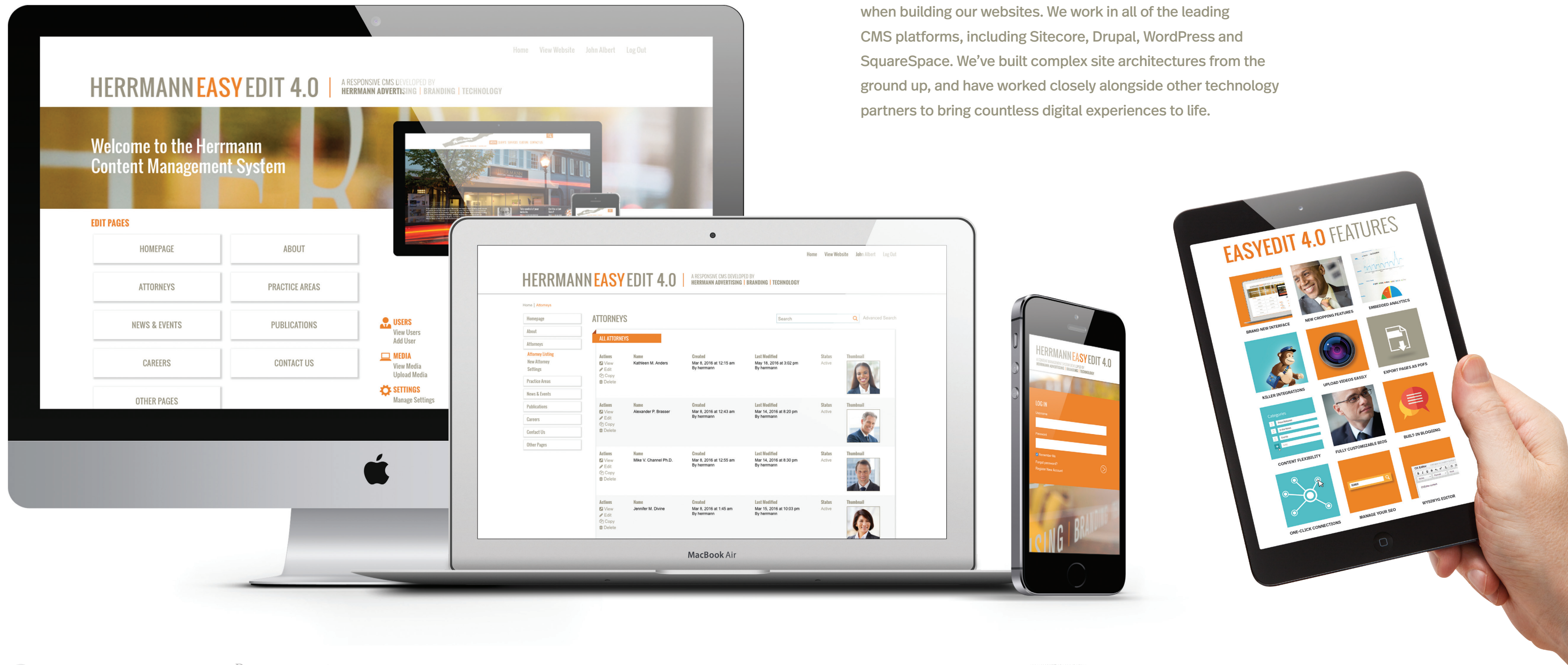
HERRMANN EASY EDIT 4.0

sitecore®

Drupal™

WordPress

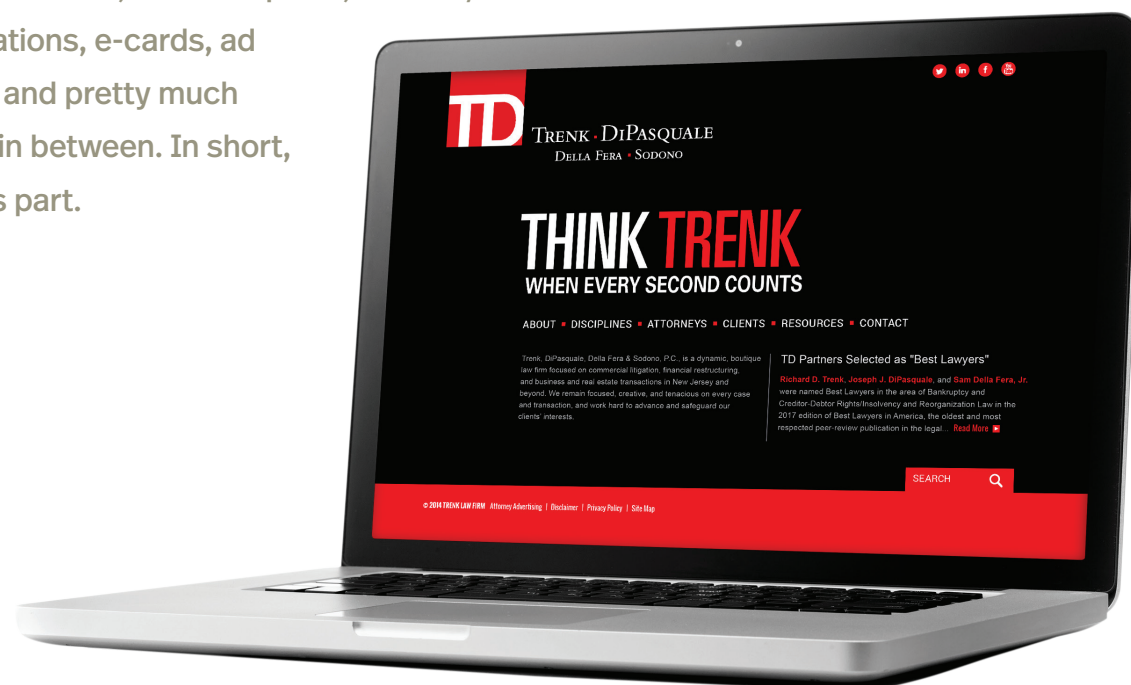
SQUARESPACE



A WAY WITH WORDS.

Telling the story.

Clever concepts, stunning designs and world-class technology are hallmarks of what we do. But when it comes to the world of legal marketing, content rules. This is where we really shine. We've developed comprehensive brand messaging platforms – everything from campaign themes and headline structures to taglines and calls-to-action. Our strategists and writers know the subtle intricacies of legal semantics and how to work with attorneys to extract the key points that clients and prospects really care about. But rather than deliver your message in legal-speak, we tell your story in a way that truly resonates with your audience. We've written hundreds of attorney biographies and practice descriptions for websites, and developed compelling copy for law firm practice/industry brochures, recruiting collateral, annual reports, internal/external communications, e-cards, ad campaigns and pretty much everything in between. In short, we love this part.



Herrmann is where ideas come to life. We are a team of strategists, designers and developers committed to creating magic for our clients.

BRAND DEVELOPMENT

WEBSITE DESIGN AND TECHNOLOGY

MARKETING STRATEGY

ADVERTISING CAMPAIGNS

ANNUAL REPORTS

COLLATERAL MATERIALS

VIDEO AND ANIMATION

CUSTOM PHOTOGRAPHY

COPYWRITING

CONTENT DEVELOPMENT

SOCIAL MEDIA STRATEGY



ADVERTISING | BRANDING | TECHNOLOGY

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